

Logo use

Maintenance Mania® is a national program offered by the National Apartment Association (NAA) and sponsored by HD Supply (HDS), in which maintenance technicians compete against each other in various skill-based games.

The Maintenance Mania® logo is comprised of three elements. Unless specifically addressed in the guidelines, all three elements must be present when using the Maintenance Mania® logo.

PREFERRED FULL COLOR

Mark

The mark is the typographical element of the Maintenance Mania® logo. The shapes of the letters and the exclamation point portray the excitement and motion of the competition.

Company Logos (2)

The NAA and HD Supply logos are a part of the overarching Maintenance Mania® logo. These logos must be present at all times and the “Presented By” and “Presenting Sponsor” text must be included to show the hierarchy.



The logo features the word "MAINTENANCE" in a bold, yellow, sans-serif font, positioned above the word "MANIA!" in a larger, bold, dark blue, sans-serif font. The exclamation point is also in dark blue. A registered trademark symbol (®) is located to the right of the exclamation point.

Presented By



Presenting Sponsor



ALTERNATIVES

The black and white versions are only to be used if necessary due to color restriction or background color conflicts.



The logo features the word "MAINTENANCE" in a bold, black, sans-serif font, positioned above the word "MANIA!" in a larger, bold, black, sans-serif font. The exclamation point is also in black. A registered trademark symbol (®) is located to the right of the exclamation point.

Presented By



Presenting Sponsor



Presented By



Presenting Sponsor



Co-branding

For companies who partner and wish to co-brand, the relationship should be as follows:

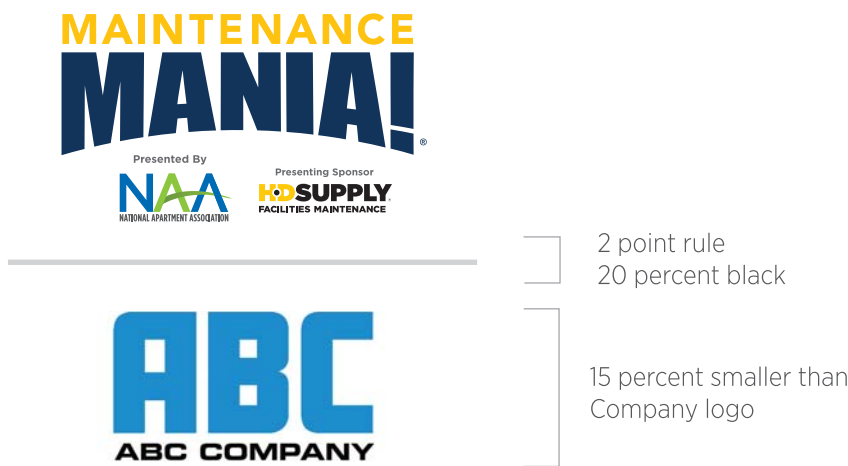
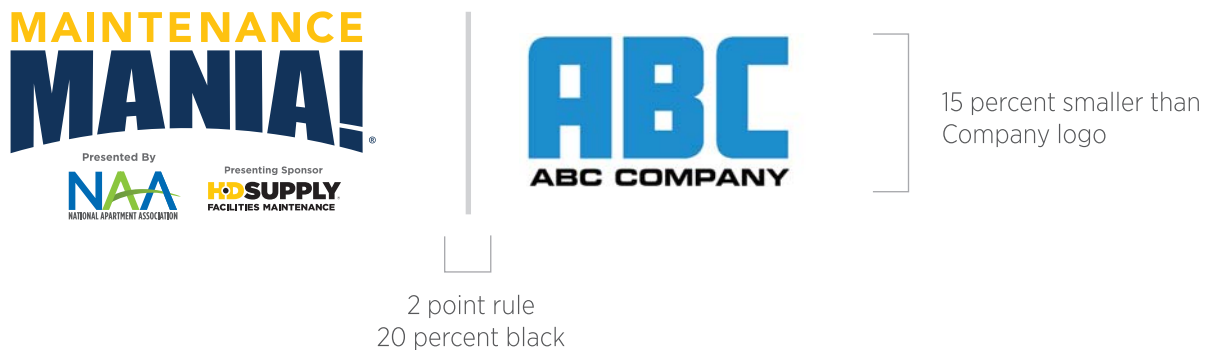
Maintenance Mania® Logo* | Partner Logo

This format increases awareness of the Maintenance Mania® program and shows the company's commitment to strengthening the industry.

When co-branding, the partner logo should always appear 15 percent smaller than the Maintenance Mania® logo. This illustrates that the company is aligned with the Maintenance Mania® program but maintains prominent recognition.

The recommended formats illustrated below allow options for displaying the co-branded logos on various design collateral.

Always maintain the minimum 1/4 inch of defined clear space.



*For these examples, the ABC logo has been placed where the partner logo should exist.

Clear space

The Maintenance Mania® logo is most effective when surrounded by as much clear space as possible to ensure its visibility and impact. No graphic elements of any kind should invade this zone. As shown in the graphic below, a minimum area of unobstructed clear space is defined as 1/4 inch.

For digital applications, maintaining a 10 pixel clear space is preferred.

CLEAR SPACE

Clear space should be greater than or equal to 1/4 inch.



Minimum size

The Maintenance Mania® logo should never be reduced below the minimum size of 1.5 inches wide for print, or 144 pixels wide for digital applications.

MINIMUM SIZE

1.5 in. / 144 px



Logo misuse

The Maintenance Mania® logo is a valuable asset and should be properly used and protected. The logo should never be altered. This page presents examples of common mark misuses.



Do not change colors



Do not distort or alter the shape



Do not add special effects



Do not place color logo on a dark background



Do not modify or create alternate versions of the logo



Do not tilt or rotate logo



Do not layer text over the logo



Do not add a border around the logo space



Do not alter or reset the lettering in the logo